1.   (Currently amended) A computerized method for learning a delivery point address and updating a database of such delivery point addresses by using unmatched or unused data from at least one mail piece, wherein the method comprises:

a.   capturing a text string from an image of a first mail piece;

b.   comparing the text string to a first set of preexisting data in the database to determine a match for the data on the mail piece according to a first set of predetermined rules;

c.   separating the matched or used data from the unmatched data or unused data for the mail piece determined by step (b);

d.   automatically correlating the unmatched or unused data from the mail piece to a second set of preexisting data according to a set of predetermined rules to define a set of correlated data; and

e.   updating the database with the set of correlated data ~~unmatched or unused data~~ so that a point of delivery for a second mail piece with the same intended delivery point as the first mail piece and having similar unmatched or unused data as the first mail piece can be automatically determined.

2.   (Canceled)

2

3.   (Previously presented)   The method of Claim 1 wherein the image of the first mail piece is captured by an optical character recognition system.

4.   (Previously presented) The method of Claim 1, wherein said correlation step is performed utilizing a search engine.

5.   (Currently amended) A computerized system for learning a delivery point address and updating a database of such delivery point addresses using unmatched or unused data from at least a first mail piece, comprising:

[[(a)]] means for capturing a data string of address information from said at least a first mail piece;

[[(b)]] a directory retrieval system database comprising a set of preexisting data relating to an address to which said at least a first mail piece is directed; [[,]]

means for comparing the data string to the preexisting data and further comprising means for separating matched or used data on the at least a first mail piece from the unmatched or unused data;

[[(c)]] a database for storing comprising the unmatched or unused data;

a rules database comprising a plurality of predetermined rules;

3

[[(d)]] means for correlating the unmatched or unused data to the set of preexisting data according to [[a]] the plurality of predetermined rules to define a set of correlated data;

(e) a rules database comprising said plurality of predetermined rules; and

[[(f)]] a learning database comprising preexisting data updated with correlated unmatched or unused data, information used to determine said delivery point of a subsequent mail piece upon its presentation to the capture means after said at least a first mail piece has been processed by the system.

6.   (Previously presented) The system of Claim 5 wherein said capture means comprise an optical character recognition device.

7.   (Previously presented) The system of Claim 6 wherein said correlation means comprise a search engine.

8.   (Currently amended) A method of associating unmatched address data with preexisting delivery point address data, the method comprising the steps of:

obtaining address data;

comparing the address data with the pre-existing delivery point address data;

4

identifying unmatched address data which differs from the preexisting delivery point address data;

analyzing the unmatched data; [[and]]

automatically associating the unmatched data with the pre-existing delivery point address data to define a set of associated data; and

storing the associated data in a learning database.

9.   (Currently amended) The method of Claim 8, further comprising the step of updating the preexisting delivery point address data with the unmatched associated data when the unmatched associated data meets criteria for promotion.

10.   (Canceled)

11.   (Currently amended) The method of Claim 8 [[10]], wherein the address data is obtained from mail pieces.

12.   (Currently amended) The method of Claim 8 [[10]], wherein the address data is obtained from the Internet.

13.   (Previously presented) The method of Claim 8, wherein the step of analyzing the unmatched data comprises:

5

identifying a data type for the unmatched data; and

identifying the corresponding data for that data type in the

pre-existing delivery point address data.

14.   (Previously presented) The method of Claim 8, wherein the

step of associating the unmatched data comprises:

creating an alias record correlating the unmatched data to

corresponding data in the preexisting delivery point address data.

15.   (Previously presented) The method of Claim 9, wherein the

step of updating the preexisting delivery point address data

comprises:

adding an alias record to a corresponding alias table associated

with the preexisting delivery point address data.

16.   (Previously presented) The method of Claim 15, wherein the

criteria for promotion includes a threshold number of uses of the

alias record.

17.   (Currently amended) The method of Claim 9, wherein the step

of updating the preexisting delivery point address data comprises:

6

adding a new delivery point address to the preexisting delivery point address data in the event that the ~~unmatched~~ associated data does not correspond to an existing delivery point address.

18.   (Currently amended) The method of Claim 9, further comprising the step of selectively removing from the preexisting delivery point address data the ~~unmatched~~ associated data when the ~~unmatched~~ associated data meets criteria for demotion.

19.   (Previously presented) The method of Claim 8, further comprising the step of prioritizing the unmatched data according to selection criteria prior to analyzing the unmatched data.

20.   (Currently amended) A system for associating unmatched address data from at least one mail piece with preexisting delivery point address data, the system comprising:

means for identifying unmatched address data which differs from the preexisting delivery point address data;

means for analyzing the unmatched data;

means for associating the unmatched data with the pre-existing delivery point address data; and

7

means for updating the preexisting delivery point address data

with the unmatched data when the unmatched data meets criteria for

promotion.

8